European Cluster Conference 2019

CONNECTING ECOSYSTEMS

Bridge. Inspire. Change.

14 - 16 MAY 2019

PALACE OF THE PARLIAMENT, BUCHAREST, ROMANIA

#EUCLUSTER2019

WiFi

ro2019ue

European Commission

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romania2019.eu

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CONNECTING ECOSYSENS

WOW!

BRIDGE! INSPIRE! CHANGE!

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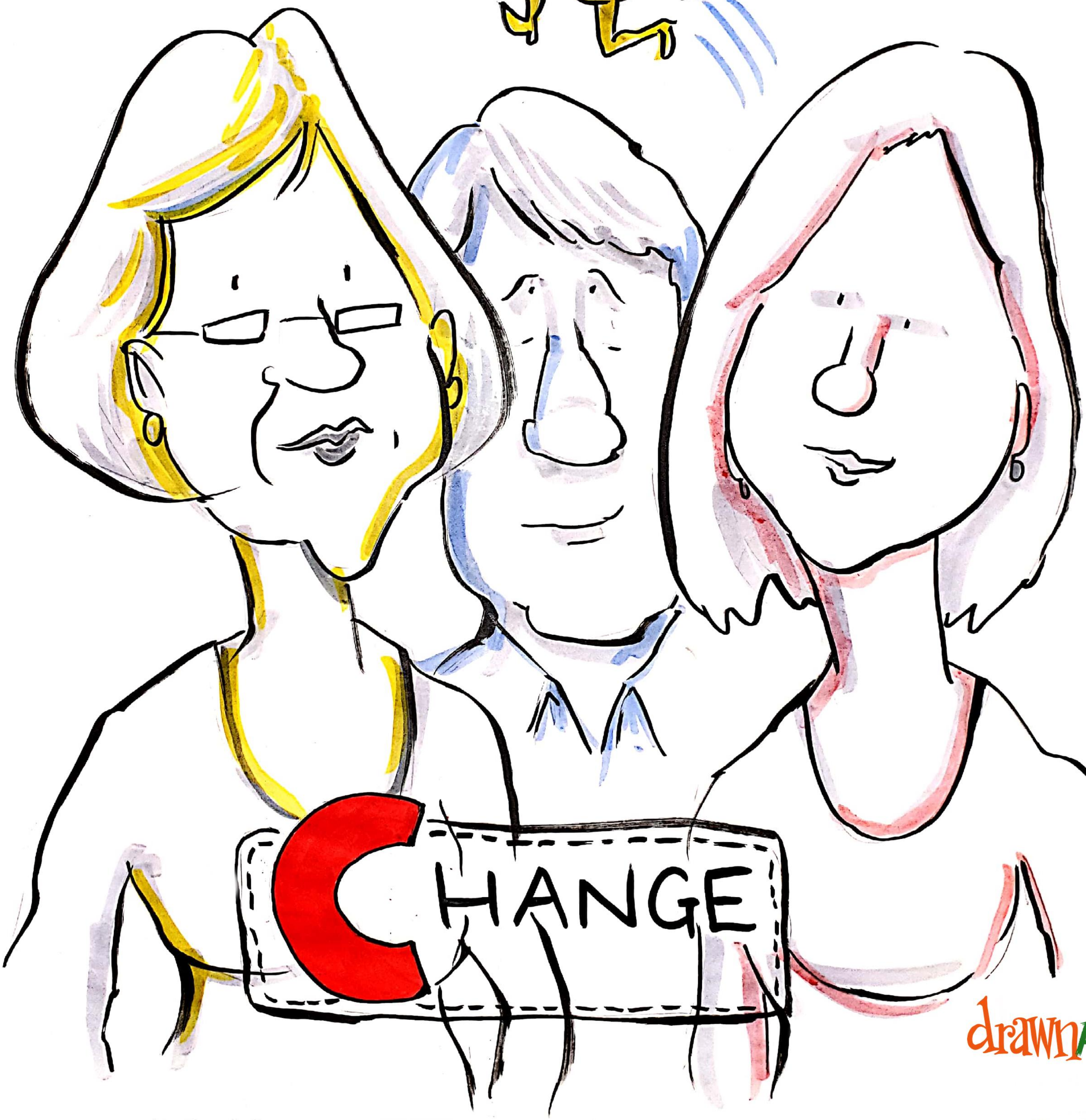
INSPIRE

BRIDGE



CHANGE

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MATCHMAKING

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MODERATOR: CARSTEN SCHIERENBECK

WELCOME!

THIS EVENT IS ALL ABOUT MAKING CONNECTIONS...

INTERACTIVE QUESTIONS...

GO TO SLI.DO

IN ONE WORD, WHAT DO YOU HOPE TO GET OUT OF THIS CONFERENCE?

KNOWLEDGE! INSPIRATION! NETWORKING! CONTACTS!

THANK YOU TO THE ROMANIAN PRESIDENCY FOR HOSTING US!

WE HAD MATCH-MAKING..

..THIS MORNING!

PLEASE INTRODUCE YOURSELF TO YOUR NEIGHBOUR!

OPENING SPEECH: SLAWOMIR TOKARSKI

CLUSTERS CAN PROVIDE SOLUTIONS TO TODAY'S PROBLEMS!

CHANGING ECONOMIES

DIGITAL COMPANIES!

..AND

MORE A.I. START-UPS THAN ANY-WHERE ELSE!

CHANGING CLIMATE

SUSTAINABLE PRODUCTS

THE EUROPEAN ELECTIONS ARE APPROACHING

CANADA IS SETTING UP SUPER-CLUSTERS!

CHANGING ATTITUDES

SOME CHANGES HAVE BEEN NEGATIVE!

WE PROVIDE A...

BRIDGE!

...AND AIM TO INSPIRE!

...AND CHANGE!

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MINISTERIAL WELCOME SPEECHES FROM THE ROMANIAN PRESIDENCY: CĂLAN BODEA

APOLOGIES FROM THE MINISTER OF ECONOMY!

ROMANIA EXPRESSED AN INTEREST TO HOST THIS EVENT IN 2018!

WE ARE PROUD TO BE THE FIRST MEMBER STATE TO HOST OUTSIDE OF THE EUROPEAN CAPITAL!

THE CLUSTER POLICY IS 1 YEAR YOUNGER THAN THE INDUSTRY POLICY!

ROMANIA HOPES TO ENCOURAGE THE GROWTH OF WORLD-WIDE CLUSTERS!

THERE ARE 74 CLUSTERS IN ROMANIA!

TODAY WE WILL HEAR THE CANDIDATES FOR 'EU CLUSTER MANAGER OF THE YEAR

WE WISH YOU ALL THE BEST TODAY!

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TECHNOLOGICAL CHANGE

1110011100011

CROSS BORDER

WORK IS KEY

CLUSTER MANAGER

CHANGING CONTEXT = CHANGING COMPETENCIES

CHANGING PERSPECTIVE

GINTARAS VILDA

LITHUANIA

MINISTER

ASSOC OF

GABRIELA PIRVU

INTER NATION ALISATION

1. COMMON GOALS

STRENGTHEN CIVIL SOCIETY

JOÃO CORREIRA NEVES

PORTUGAL

2. OPEN INNOVATION FRAMEWORK....

OPEN

FOCUS ON SKILLS & JOBS

POLICY ROUND TABLE

ENCOURAGING A NATURAL PROCESS

BUILDING THE CONTINENT CLUSTER

BUILDING COMMUNITY SINCE 2011

BEATA LUBOS

TRUST IS

TO OVERCOME RESISTANCE TO CHANGE

PLATFORM AS WAY TO SCALE CHANGE

JORDI ARNAU LLINARES

SPAIN

OLE JANSSEN

GERMANY

BUY

SELL

1ST PROGRAM 2007/08

- EFFICIENCY
- SME FOCUS
- COLLABORATION

SMALL CLUSTERS TOO...

MANY STAKEHOLDERS

SO. TRANSPARENCY IS KEY THROUGH REGRAT COORDINATION

<DISTRIBUTED NETWORKS>

HOW CLUSTERS INTERACT

#REGULAR FACE-TO-FACE + DIGITAL

MARK OF EXCELLENCE?

REGISTERS FOR EXCELLENCE & CONSOLIDATION

PROCESSES BUILD TRUST

COMPANIES KNOW BETTER THAN US WHAT THEY NEED. WE ENABLE

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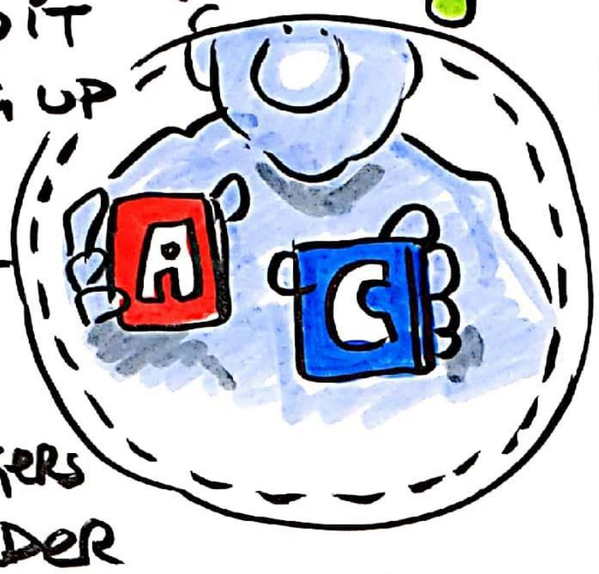
INTERNATIONALISATION

- IT'S NOT JUST MONEY OR EVEN ACCESS TO IT ... IT'S LEVELLING UP PROVISION

TO

- BUILDING SKILLS OF CLUSTER MANAGERS TO GO CROSS BORDER



CAPACITY BUILDING

NAT: BENEFIT

NATIONAL BENEFIT IN COLLABORATION

HELLO DG REGIO! HELLO INTERREG

OUR CONTEXT

EUROPE

DIGITALISATION

- WE NEED TO IDENTIFY A DISTINCT VALUE CHAIN – NOT COPY US/CHINA

EG SPAIN #SOCIALINNOVATION

(& OPERATING)

- BUILDING A COLLABORATIVE PLATFORM IS LONG TERM & HARD WORK

FASTER! FASTER!

COME IN! THE OPPORTUNITY'S LOVELY!

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THE NEED FOR CLUSTERS OF CHANGE

<MODERATOR>
ANNALISA TESSAROLO

I'M IN CHARGE

BIANCA DRAGOMIR
CLUSTER MANAGER OF THE YEAR 2016

★ LEARNING TO DO MORE FROM LESS

★ AND EXPANDING MY MENTAL MAP

BRASOV

VALENCIA (avalesen)

MY STORY

1. SELF SUSTAINED GENERATOR
2. FIX DOMESTIC MARKET
3. CROSS SECTORAL
4. ENTREPRENEURSHIP

IN AN ERA OF UNPRECEDENTED SPEED IN TECHNOLOGICAL CHANGE ... BUT SPEED OF CHANGE APPLIES TO MORE

ENTREPRENEUR

★ THE NEED FOR RESKILLING

EUROPE NEEDS MORE SPEED #PARAPHRASE

SYSTEMIC INNOVATION

#CLIMATECHANGESPEEDSUP

★ PASSIVITY IS NOT AN OPTION

CLUSTERS ALLOW SPEED AND SCALE

THE TOOL

THE OPPORTUNITY

7 STEPS TO AN INNOVATION ECOSYSTEM

OPEN | INTER CONNECTED INNOVATION | CROSS SECTORAL | MISSION LED | SKILLS | UN. SDGs

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MARKKU MARKKULA ECoR

SDGs FIRST!

- THE RESPONSIBILITY
- FOR CITIES, REGIONS & HUMANS

WE DON'T CARE

#MESSAGEINABOTTLE

I WOULD PUT THE LAST OF THE SEVEN STEPS FIRST

#PARAPHRASE

LOOKING AT THE REGIONAL VALUE CHAINS...

REGIONAL INNOVATION ECOSYSTEMS

THEY VARY

INSIGHT

INTERNATIONALISATION

ALLOWS THEM TO CONNECT AND GROW

UN: SDGs

#SUSTAINABLEDEVELOPMENTGOALS

THE ABSOLUTE NEED FOR DIGITAL INNOVATION HUBS

SLI.DO

BUT WHAT DO YOU KNOW?

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PRESENTATION OF RESULTS FROM THE #EU CLUSTER WEEKS EVENTS

#EUClusterWeeks

EU CLUSTER WEEKS

46 EVENTS BETWEEN NOVEMBER 2018 AND APRIL 2019...

...IN 22 COUNTRIES WITH 5,600 PARTICIPANTS!

CLUSTERS HAVE AN IMPORTANT ROLE AS MOTORS OF REGIONAL INNOVATION ECOSYSTEMS

LUCIA SEEL

2 HOST COUNTRIES!

400 PARTICIPANTS!

THE KICK-OFF! CONFERENCE: THE JOINT ROMANIAN-HUNGARIAN CLUSTER CONFERENCE 2018 20-22 NOVEMBER

16 COUNTRIES!

THE EVOLUTION OF THE CLUSTER CONCEPT

INNOVATIONS & CLUSTERS ...TO A... = ...KNOWLEDGE-DRIVEN ECONOMY!

26-27 MARCH, SOFIA

EU CLUSTER MAIN ANCHOR EVENT 1-2 APRIL 2019 IN HANOVER!

...A SOURCE OF INSPIRATION FOR CANADIAN SUPERCLUSTERS!

...AND THE KICK-OFF FOR THE SECOND CLUSTER WEEK GERMANY!

KASPAR NIELSEN: LESSONS LEARNED FROM THE 6TH SPANISH CLUSTER!

...ORGANISED BY CLUSTERS, FOR CLUSTERS!

SPANISH CLUSTER MANIFESTO..

...WHERE CLUSTERS SPEAK WITH ONE VOICE!

CLUSTERS FACE SIMILAR CHALLENGES

FUTURE WEEK DENMARK

30+ EVENTS

2500 PARTICIPANTS

CO-ORGANISED BY 30+ CLUSTERS

10 KEY TAKEAWAYS..

THE SPANISH CLUSTER SUCCESS STORY

SPANISH CLUSTER EXCELLENCE

SPAIN IS EUROPEAN CHAMPION!

SHARE YOUR SUCCESS!

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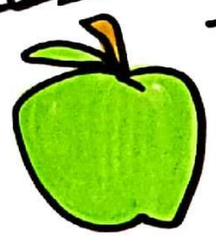
KATARZYNA KOWALSKA

LITHUANIA

IN KAUNAS THERE WERE OVER 200 PARTICIPANTS!



THE EVENT WAS VERY FRUITFUL!

MATS WILLIAMS

REPORTING FROM DENMARK..

3D PRINTED CONCRETE!

...AN IMPORTANT RESOURCE FOR THE DANISH BUSINESS SECTOR

THE DANISH CLUSTER SYSTEM IS UNDER RE-DEVELOPMENT

... AND IS UNDERSTAFFED!

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FOSTERING STRATEGIC INTERREGIONAL COLLABORATION

ALIN-ADRIAN NICA

MICHAEL KELLER

ENRICO VENTURINI

VLADIMIR DANAILOV

THE PANEL!

ALIN-ADRIAN

VOTE!

POLITICIANS* TEND TO COMPLICATE THINGS!

*(AND I SHOULD KNOW, I'M A MAYOR!)

WE NEED TO CLUSTER REGIONS!

ENRICO

THE MEMBERS OF MY TEXTILE CLUSTER SUFFER FROM COSTS!

WE NEED KNOWLEDGE OF WHAT OTHER REGIONS ARE DOING!

WE NEED TO SPEAK THE LANGUAGE...

... OF UNIVERSITIES!

WHAT DO YOU DO TO FOSTER COLLABORATION?

VLADIMIR

DIGITISATION WILL HELP!

MICHAEL

I'M NOT A MEMBER OF THE E.U

(WHERE WE DON'T HAVE CLUSTERS)

..I'M FROM SWITZERLAND!

...SO I'M HERE TO LEARN

BUT I HAVE SOMETHING TO SHARE!

CROSS-SECTOR COLLABORATION... IS VITAL!

WE NEED TO CREAT CO-OPERATION OPPORTUNITIES

YOU CAN BUILD TRUST BY IMPROVING SKILLS!

ENRICO

TECHNOLOGY INNOVATION SHOULD BE OUR DAILY BREAD!

WE NEED MORE TERRITORIAL CO-OPERATION

ALIN-ADRIAN

...AND MORE DEVELOPMENT IN THE LESS DEVELOPED REGIONS OF EUROPE!

THE STRATEGY SAYS...

WE INVITE OUR OWN COMPANIES TO GET INVOLVED!

VLADIMIR

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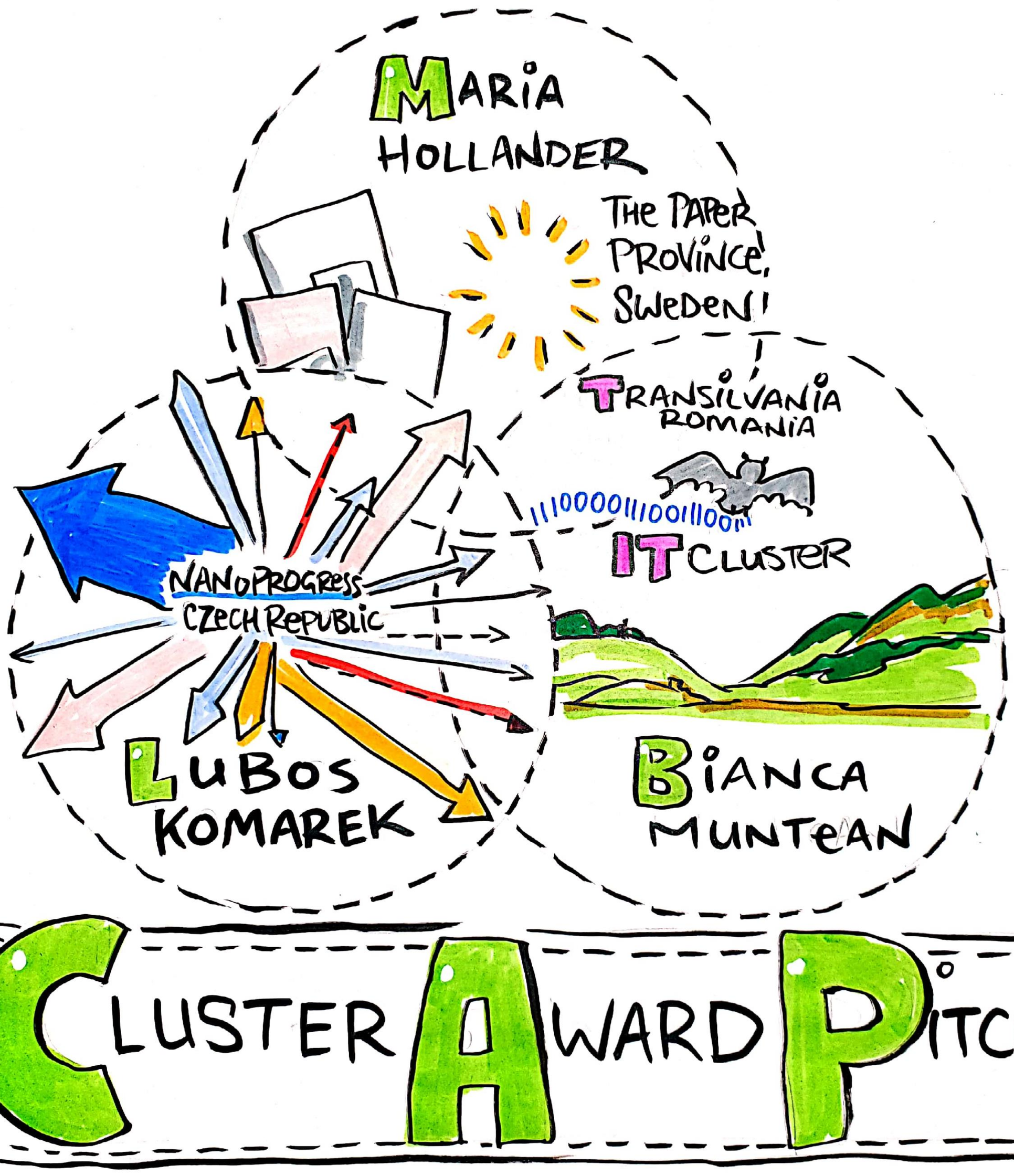

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PITCH 1

MARIA HOLLANDER

WHY CHANGE SOMETHING WHICH WORKS ?

THE PAPER INDUSTRY & BIOECONOMY

2011 ↳ 2012

THE PAPER PROVINCE

BECAUSE WE HAD TO ...

A CHANGE TO CONSERVATISM

EXAMPLES

- BIO BASED GRAPHENE
- SUSTAINABLE 3D PRINTING

ENERGY Co

SUSTAINABILITY THROUGH COLLABORATION & PARTNERSHIP

THE TRANSFORMATION OF SOCIETY...

THE SUSTAINABLE SOCIETY

X WHY ME? I WILL BRING JOY TO CHANGE

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PITCH 2

LUBOS KOMAREK

#MYSTORY

2014

I WAS THE ONE EMPLOYEE & NO PROJECTS

2019

3 INNOVATION LABS OPEN

COLLABORATIVE RELATIONSHIPS

1000 MEMBERS ON THE PLATFORM

We HAVE MOVED BEYOND EUROPE TOO.

STRENGTHENING CONTINENTAL

WE WANT TO GROW FURTHER

NETWORK

WHY Me? I WILL DO MY BEST FOR ALL

THE TEACHER

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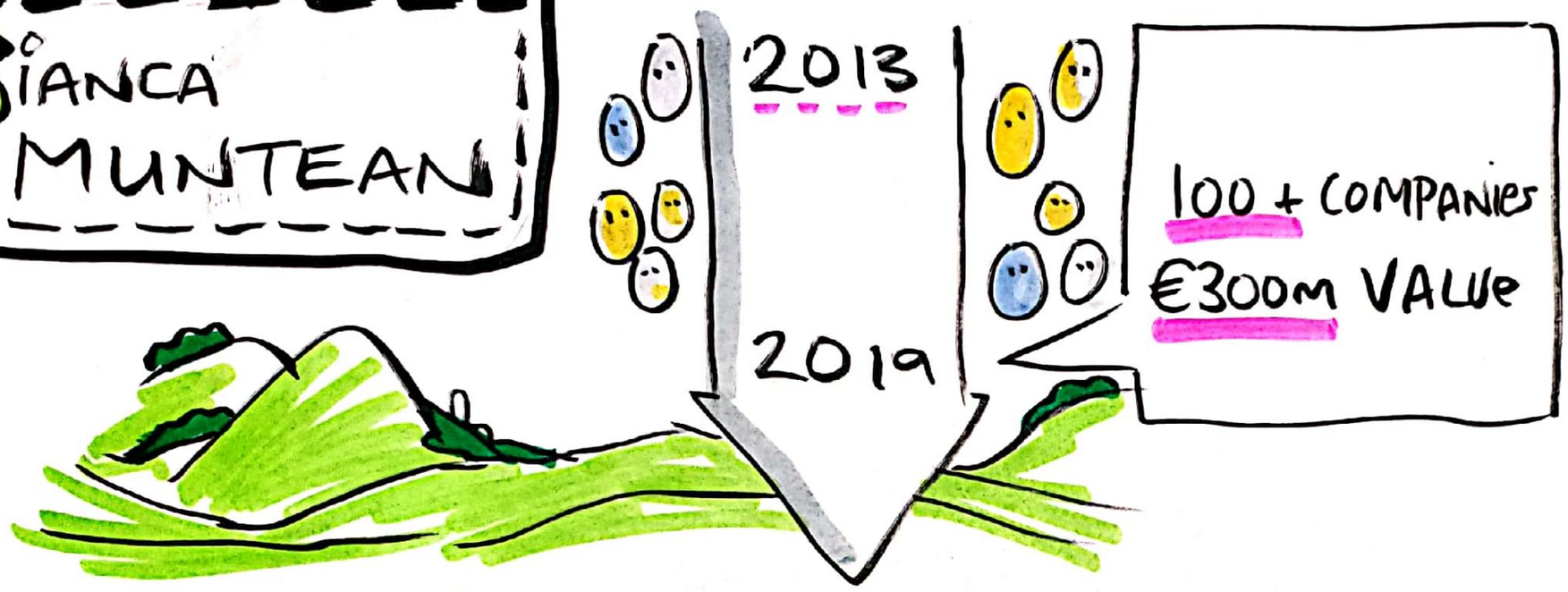
PITCH 3

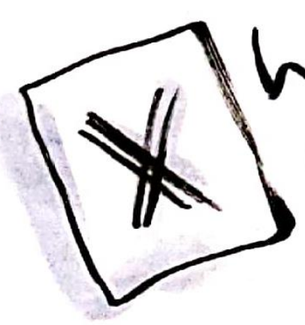
BIANCA MUNTEAN



- FUELLED BY PEOPLE
- WE BROUGHT PUBLIC INTO PRIVATE [& VICE VERSA]

LEADERSHIP IS ABOUT THE NEXT GENERATION

IMPROVING OPPORTUNITY FOR EU CITIZENS



I KNOW I CAN LEAD IN A TRANSFORMATION WE NEED

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EU CLUSTER PARTNERSHIPS OF THE YEAR

IMPACT

CONNECTED CAR

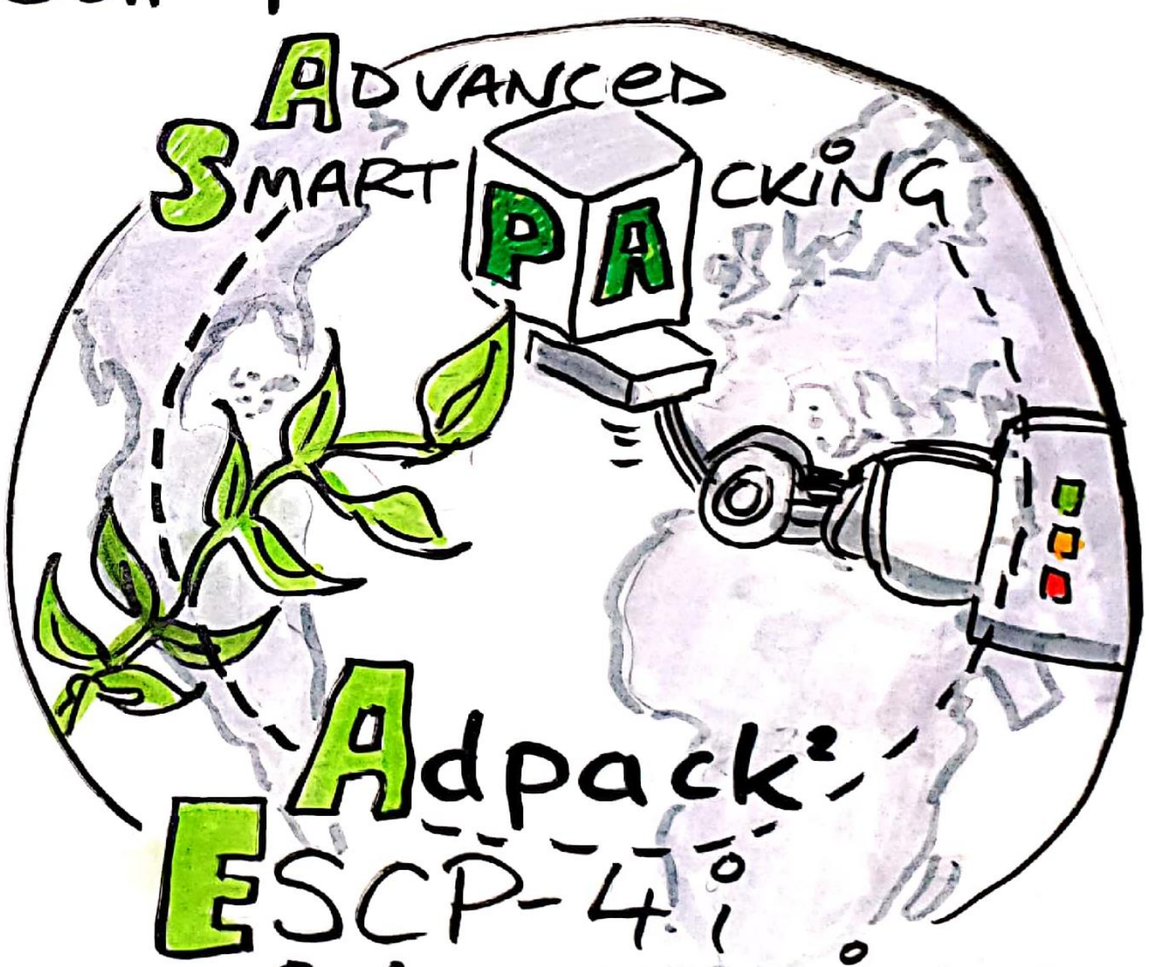
INNOSUP-1

INVESTMENT IN SMART SPECIALISATION

ESCP-S3

EUROPEAN AUTOMOTIVE CLUSTER

ADVANCED SMART PACKING



Adpack²

ESCP-4.0

<GOING INTERNATIONAL>

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